

Minutes of the Hamilton Farmers' Market Board of Directors Meeting

Monday, May 1st, 2023 - 5:00pm in Room 264, Hamilton City Hall

Directors Present: Cameron Kroetsch, Jeff Beattie, Celina Masoudi, John Alexander, Anne Miller, Shane Coleman

Directors Absent: Eva Marsden

City Staff Present: Bill Slowka, Raymond Kessler, Cindy Vo, Pranali Parikh (virtually)

Meeting was called to order at 5:00pm

1. Agenda Approval

Approved by Anne Miller / 2nd by John Alexander. Motion carries.

2. Declarations of interest

None declared

3. Approve minutes of previous meeting April 3rd, 2023 - (Attachment A)

Moved by Celina Masoudi / 2nd by Jeff Beattie. Motion carried.

4. Board communication received or sent since prior Board meeting: None

5. Delegation: Kristy Van Beek, Apothecary Kitchen

Moved by John Alexander / 2nd by Jeff Beattie. Motion carried.

1. Love Your Lunch Campaign

Vendor organized, vendor funded campaign, launching on Tuesday, May 9th, designed to increase foot traffic during week days, empowering existing customers, distributing flyers and posters, asking regular customers to hang in their own work places, hashtag **#loveyourlunch**, as our guests uses the hashtag to win prizes, need market help to optimize consumer experience, so new customers can be long term customers of the market

2. Suggest relocating seating area for dine-in Market Shoppers

Propose that the Market provide a seating area at York boulevard while the space is vacant and available. Consider opening the large doors to allow diners to enjoy the fresh air and sunshine while eating meals purchased in the Market.

3. Music

Consider changing music and entire auditory experience at the market. Studies show that music has a powerful influence on behaviour, mood, energy level, perception of time, encouraging consumers to spend more time in the market. Based on consumer behaviour studies that have been done over decades that we move to non-lyrical preferably classical or slow music of some kind.

MOTION: Between now and the June meeting, investigate seating options to utilize the York Blvd space for customer seating and enlist the support of the City's horticulture

department if available to enhance the area. (Cameron Kroetsch / 2nd John Alexander).
Motion passed.

MOTION: Implement a change of auditory music in the Market as suggested and report back to the Board. Investigate a communication system to minimize announcements over the PA system. (Jeff Beattie / 2nd Shane Coleman). Motion passed.

MOTION: Request that Market Staff work with vendors to support their Love Your Lunch campaign (Jeff Beattie / 2nd by Celina Masoudi) Motion passed.

6. Statutory Holiday Update (Ray Kessler)

City Staff investigated the feasibility of the HFM opening on a Statutory Holiday back in 2019 and reported their findings at that time. Tourism and Culture was not in favor of exploring this initiative as it required a great deal of resources as well as public and stakeholder consultations. Broad discussion of the challenges involved in a city-wide by-law creation. Following this path would require a significant amount of work to execute. The Market does not qualify on its own as a tourist destination as defined by the Retail Holiday Business Act.

MOTION: Request Legal Department for feedback on how best to approach the Statutory Holiday Act exemption (for July 1st and beyond) and determine the best path and amount of time required if the HFM requested this on their own. (Jeff Beattie / 2nd by John Alexander) Motion passed.

7. 2023 HFM Marketing Tactics (Pranali Parikh)

Tactics implemented from mid-March onwards include vendor storytelling, hidden hashtags in stories, direct/indirect hashtags, visually appealing posts, major event promotion, steady posting, market cart promotion, e-newsletter and blog posts.

Instagram is our best social media platform with 13.9k followers having grown of 200 followers since March 2023.

Regular Reports:

8. Councillor's Update (Cameron Kroetsch / Jeff Beattie)

Cameron Kroetsch: Still waiting on the Revisioning report

Jeff Beattie: I brought a colleague over to the Market for lunch and enjoyed it thoroughly

9. Market Manager's Report (Bill) Attachment B

10. Finance and Audit Committee – No report

11. Marketing Committee – No report

12. Vendor Attendance Report (Bill)

YTD Review of the vendor attendance trends. Daily average of 5-8 vendors late led by the prepared foods category. Absenteeism continues to be a concern particularly on Tuesday's with six vendors consistently absent.

13. HFM Foot Traffic Report (Bill)

2023 Market foot traffic in April consistently exceeded comparable weeks in 2022 by 7.6%.

14. Outstanding Business List Update (Bill) – Attachment C

Market Bus:

HSR is not committing to any additional projects. Inquired about being included on the trolley bus route however the route has been finalized for the summer. If we proceed with a bussing initiative it would be on our own through private means.

Cameron Kroetsch: We will wait on the Visioning report and then we'll have an opportunity to discuss further at that time.

15. IN CAMERA - Private & Confidential – Staff Performance

Motion: To move into camera with only Directors and Ray Kessler (Jeff Beattie / 2nd by Anne Miller)

Motion: To move out of camera (Jeff Beattie/2nd by Celina Masoudi)

16. Future Meetings:

Next In-Person Board Meeting: Monday, June 5th, 2023 at 5pm (Room 264, City Hall)

Operations Committee - TBA

Finance Meeting - TBA

Marketing Meeting – TBA

17. Adjournment: 7:21pm – Cameron Kroetsch moved to Adjourn / 2nd by Celina Masoudi

Attachments:

A. HFM Board Minutes April 3rd 2023

B. Market Manager's Report

C. Outstanding Business List

The Hamilton Farmers' Market public drive with meeting materials and other documents is accessible via the 'meetings & minutes' link at hamiltonfarmersmarket.ca.